

INNOVATE YOUR CUSTOMER EXPERIENCE WITH BLEEP POS MEDIA VIDEO DISPLAYS



Bleep EPOS Terminals support a 7" LCD Customer POS Media Display, which instantly catches the eye, while also allowing for Out of Home Digital Advertising, providing a potential revenue stream in the form of paid for 3rd party advertisements.

These in-store digital adverts use Bleep EPOS terminals to target messages to individual buyers, designed to attract customers, boosting sales if used for internal brand messages or increasing revenue if sold externally. This effective method of advertising serves as a reminder for loyal customers and also can be used for promotion of special events, offers or additional requirements.

POS advertising attempts to influence customer buying decisions and habits, while also presenting the products to new customers to convey the primary brand benefits. Designed to catch the eye in an otherwise distracting environment and lead to impulse purchases, POS advertising must be noticeable and effective.

A number of Bleep clients, such as 2014 Open Championship, utilise the customer facing element of their EPOS terminals for internal advertising, such as special offers, up selling, promotions and raising brand awareness. Others benefit from selling the screen space to 3rd parties, creating a new revenue stream in the form of relevant advertising for anything from Taxi firms to business partners and sponsors.

Contact us today to find out how a Bleep EPOS solution can enhance your operation, engage your customers and increase your revenue!

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